

RJ Reynolds

Tobacco Company

July 7, 1995

DM	T&O	REP
1224		
1225		
1226	✓	11, 13, 21
1229		
1230	✓	13, 15
PTC	SAM	
ROM	PA	SO
RM	PC	MC
1240	1242	SAM

J.T. JONES
Chain Accounts Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

ROU #1210, 1310, 1510, 1610, 2910

To: G. P. Mitchell F. E. Cook P. J. Gilotty F. J. Iaconetti R. R. Steele
K. L. Myers, Jr. T. A. McMahon J. J. Kerrigan, Jr. C. A. Crouch

Re: Pharmhouse D/B/A Pharmhouse (Only) (1122-00-00)

Dear Managers:

Pharmhouse Corporate authorized our semi permanent Full Price and Savings displays, as per my letter dated May 31. I have been advised, several stores have refused placement of these displays. Enclosed is a letter of authorization from Nancy Ildefonso, Buyer, authorizing our FPDT and SDT displays for all stores (except Ledgewood, NJ). As stated in Nancy's letter, a free standing self service display placed at the checkout counter may be utilized if space is not available on the counters. Placement priority should be as follows, (1) Full Price, (2) Savings displays. All display placement locations in stores will be approved by the local sales representative. Please enter the following plan designations into S.I.S. when displays are placed:

Type	Plan	Rate
FPDT	S/S	\$45
SDT	Z	\$30

The enclosed letter of authorization was mailed to all Pharmhouse stores. If your people encounter any problems placing these displays, notify me.

Sincerely,

J. T. Jones

JTJ/fr

Attachments

51855 0920

"We work for smokers."

PHARMHOUSE D/B/A PHARMHOUSE (1122-00-00)

Pharmhouse Corp.
860 Broadway
New York, NY 10003
(212)477-9400
(212)477-2900 Fax

2925/07
418119

Pharmhouse #130
2475 S Main St
Harrisonburg, VA 22801
(703)434-5948
(703)434-9740 Fax

1522/06
571397

Pharmhouse #167
838 South Road
Suite 108
Poughkeepsie, NY 12601
(914)297-6383
(914)297-6063

Mark Sales
1251 E. Main St. (Rt 422)
Annville, Pa 17003
(717)867-7481
(717)867-7480 Fax

2925/06
299210

Pharmhouse #133
5099 Jefferson Davis Blvd
Fredericksburg, VA 22401
(703)898-4680
(703)898-4424 Fax

Pharmhouse #168
Ledgewood Mall
Route 10
Ledgewood, NJ 07852
(201)252-1003
(201)252-0858

Pharmhouse #118
2077 Lake Road
Elmira, NY 14901
(607)734-2088
(607)732-9038 Fax

1324/03
182998

Pharmhouse #134
600 E Lancaster Ave
Shillington, PA 19607
(215)777-6525
(215)775-5391 Fax

Pharmhouse #117
8411 Seneca Tpke
New Hartford, NY 13413
(315)735-8378
(315)797-6654 Fax

1622/07
329910

Pharmhouse #140
Arsenal St & Coleman Ave
Watertown, NY 13601
(315)782-0540
(315)782-4628

Pharmhouse #125
1121 Berryville Ave
Winchester, Va 22601
(703)667-8530
(703)667-0166 Fax

1624/14
269717

Pharmhouse #151
7451 Seneca Rd N
Hornell, NY 14843
(607)324-6551
(607)324-0952

Pharmhouse #128
Middleville Rd & Rt 28
Herkimer, NY 13350
(315)866-6700
(315)866-8775 Fax

2924/07
091707

Pharmhouse #160
1111 Maryland Ave
Hagerstown, MD 21740
(301)797-2180
(301)797-4549

Pharmhouse #129
365 N Reading Rd
Ephrata, PA 17522
(717)733-1255
(717)738-4355 Fax

1230/13
568363

Pharmhouse #166
300 Route 18
Midstate Shopping Center
East Brunswick, NJ 08816
(908)651-7762
(908)651-7385 Fax

3/95

51855 0921